



April 21, 2008
Federal Communication Commission

Greetings,

It is with great pleasure that I submit this letter on behalf of WSCV and WTVJ media stations in Miami Florida. My organization is the Belafonte TACOLCY Center Inc. and we serve children and families living in the impoverished community of Liberty City in Miami Florida. The mission of Belafonte TACOLCY Center, Inc. (BTC) is to provide a safe environment where children and families are encouraged to explore life's options, making positive choices that strengthen self and community. The Center provides diversified services to youth ages 5-21, who spend a portion of their time here daily. One of the largest, private non-profit youth service institutions in Greater Miami, BTC has a proven record of addressing the social needs of children and youth as it operates a range of developmental, enrichment, leadership, recreational and sports services to foster healthy adolescent development. BTC's purpose is to provide quality experiences that positively impact youth, *building tomorrows leaders today*.

Our Agency's relationship with our local NBC affiliate, WTVJ is absolutely amazing. Our partnership began as a recipient of their NBC Universal Foundation award in support of our Destination Graduation program, to assist high school girls with tutoring and life skills training to increase the number of students that graduate from high school. Through this partnership, at-risk youth lives are being changed and on a practical level, they have been able to visit the station, meet with celebrities and staff who shared career opportunities and behind the scene access. All of this translates to a significant experience for these youth.

In addition to WTVJ's financial support of the educational program, they continue to contribute to the work we do at the grassroots community level. They hosts an annual Christmas Toy give away for every child in our facility, complete with Santa Claus and news coverage of the event. Children and families are overjoyed to see themselves on television in a positive light. Their graphics department provides professional support assisting us with promotional materials and throughout the year, the station regularly provides PSA's to promote the work of the Agency and upcoming events.

Each year we look forward to sharing our progress and promoting the Agency's annual fundraising event as guest on the Morning Show. They also support the communities Sickle Cell Anemia 5K Walk/Run with coverage and we participate in their annual community health fair. In the last two years we have also been able to assist with news stories related to community issues and even serve as community experts on relevant topics.

Our Agency does great work in a very tough neighborhood. As a result, there is often negative media coverage as well as challenges identifying funding support. Our relationship with WTVJ is so strong that they engage us for comments to provide balance in reporting and recommend funding opportunities and leads to secure items from our Wish List. They also have a really cool weather Hummer that comes out to provide education at community events in advance of hurricane season.

Just recently, another example of this collaborative is when they came to ask us how they could further support our Agency through their volunteer program. As a result, we are now involved in planning a community garden day where staff from the station will serve as volunteers to help with a community beautification project that will replant a neighborhood butterfly garden that was once a garbage dump.

I only wish that all corporate partners were this caring and compassionate about fairness and giving back to the community. There is no doubt that part of the reason that WTVJ is so giving has much to do with individuals. But the truth of the matter is, which ones, our experience is that there are so many incredible people there that you would have to list them all. Even in the difficult environment that we work, we have much to be thankful for and one of those things is our partnership with WTVJ television in South Florida.

Sincerely,

Alison Austin
Chief Executive Officer
Belafonte TACOLCY Center